

Mercedes-Benz Prague Fashion Week

PRESS RELEASE

28 April 2021

Mercedes-Benz Prague Fashion Week opens with a fashion show by Jakub Polanka. In the course of the entire project a new hairstyling partner will be presented - TONI&GUY.

Mercedes-Benz Prague Fashion Week and Harper's Bazaar magazine will open together the week of shows and presentations of the very best Czech and Slovak fashion scenes have to offer. The originally planned opening night presenting a fashion show by Jakub Polanka in the heart of Stromovka was replaced with an online premier of his new collection Before Sunrise, which will be streamed exclusively on harpersbazaar.cz and YouTube MBPFW on Friday 30 April from 19:00.

Jakub Polanka's collection Before Sunrise supported by Priveé Lounge is full of transformations, entering light after a period of darkness; similar to us finally entering better times after a long period of anticipation. It is a development symbolizing a woman and her power and courage to grow and change. There is also an emphasis on variability of the models, radical femininity, uncompromising fragility, multilateralism and a possibility of choice. Thus, the variability of Jakub Polanka's models brings optimism and its idea brings hope.

The online show will be held at the Šlechta restaurant in the Game Reserve Stromovka. It was directed by respected young director Marek Jarkovský, who collaborated with magazine Harper's Bazaar to create the first digital fashion show by Jakub Polanka.

“As every year, it makes us at Harper's Bazaar very happy to partner the Mercedes Benz Prague Fashion Week opening night. Even though covid prevents us from meeting in person during this year's spring edition's opening, we are glad technologies and creativity of all the teams involved enable us to meet online. Moreover, there can be an infinite number of us there. The usual opening fashion show is replaced by an online catwalk show of Jakub Polanka's collection on harpersbazaar.cz website. The festival of fashion and design might be online but I believe it will be no less exciting!” says Nora Grundová, editor-in-chief of magazine Harper's Bazaar.

Another innovation is a new hairstyling partner of Mercedes-Benz Prague Fashion Week, which is as of season FW21 the renowned team of professional hairstylists Toni&Guy headed by Anna Plačková, who has been working for Toni&Guy since 2003. The hairstylist team graduated from TONI&GUY academy in London and is responsible for hairstyling London fashion week, fashion magazine editorials and many fashion shows on regular basis.

“We are very much looking forward to collaborating with individual Czech and Slovak designers on their current FW21 collections,” says Anna Plačková, Senior Style Director Toni&Guy.



Mercedes-Benz Prague Fashion Week

There has also been a change of the product partner. The new partner is the Authentic Beauty Concept brand, a compact premium brand created by a team of professional hairstylists. Authentic Beauty Concept uses clean and simple recipes with maximum natural components without compromising the effectiveness and quality of application. The product ingredients combine nature and science.

The official MBPFW make-up artist is as usual Douglas Perfumery headed by Kristýna Hošková and the make-up partner is again Lancôme.

For complete programme and details on individual events go to www.mbpfw.com.

#MBPFW

www.mbpfw.com

facebook.com/mbpfw

instagram.com/mbpfw

YouTube – Mercedes-Benz Prague Fashion Week

26 years of Mercedes-Benz benefiting fashion

During the last 26 years, Mercedes-Benz has assumed the role of an international key partner and titular sponsor of select fashion events. The brand currently takes part in over 80 international fashion platforms in over 40 countries, including Mercedes-Benz fashion weeks in Sydney, Mexico City, London, Madrid, Tbilisi and Berlin as well as the respected International festival of fashion and photography in Hyères. Mercedes-Benz continuously supports selected fashion events all over the world. It owes its admirable reputation to twenty years of supporting up-and-coming designer talents. This support gave over 90 aspiring designers the chance to present their work on 30 platforms world-wide, including Milan, London, Prague, Istanbul, and Berlin.

